



# CMP

CERTIFIED MARKETING  
PROFESSIONAL



## **CERTIFIED MARKETING PROFESSIONAL (CMP)**

The CMP is designed to introduce learners to the principles of marketing strategies in communications and to develop their knowledge and understanding of the formulation, implementation, and control of a marketing strategy that is implemented by the marketing function of an organization.



# The course covers

Module 1: Marketing Communications

Module 2: Barriers to Communication

Module 3: Communication Strategies

Module 4: Branding and Integrated Marketing

Module 5: Marketing Communication Mix

Module 6: Social and Integrated Networking

Module 7: Media Planning and Strategy

## Endorsed by:

Qualifi, UK's international awarding body

## Approved and Attested by:

Knowledge and Human Development Authority, Government of Dubai

## What Next:

Upon completion students may opt to do a CHRP course and together with CMP and CHRP may claim the Training Diploma in Executive Business Administration issued by Capital. The Training Diploma is also approved by the KHDA, Dubai.